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Copywriter, bon vivant, scourge of the misused ellipsis.

Lake Austin Spa Resort
Mother's Day Radio Spot
The Best
:60

SFX under: light restaurant sounds

OLDER BROTHER: So, do you know what you're doing for mom for Mother's Day?

YOUNGER BROTHER: Oh, I've got an awesome day planned. I'm going to surprise her with a bouquet of her ninth favorite flower, take her to dinner at the fifty-first best restaurant in town, and then play her twelfth favorite song for her on my ukulele.

SFX: ukulele

OLDER BROTHER: Wow, that sounds... mediocre.

YOUNGER BROTHER: Yeah, mediocre like a fox!

OLDER BROTHER: Well, I know that mom's the best, so I'm giving her a gift certificate to the best spa in town—Lake Austin Spa Resort.

YOUNGER BROTHER: What about that spa next door? I hear they give the seventy-ninth best massage in town.

OLDER BROTHER: That's not good enough. Lake Austin Spa resort is the only world-class spa in Austin. It was named a Top 10 Spa by Travel and Leisure Magazine in their World's Best Awards.

YOUNGER BROTHER: (dismayed) Oh. That sounds like a much better gift than mine.

OLDER BROTHER: Not just better. The best.

TAG: To give your mom the best this Mother's Day, purchase gift certificates to Lake Austin Spa Resort online at lakeaustin.com, by phone at 372-7345, or in person at any RunTex May 10 to 14.